

CONTACT

Dubai, UAE

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www.musavir.me

GROWTH & MARKETING

- Growth & GTM Strategy
- Performance Marketing
- Content Strategy
- Customer Acquisition
- Brand Positioning
- Campaign Management
- Marketing Analytics
- AI-Powered Marketing

PRODUCT & CX

- Customer Experience
- Product Design (UX/UI)
- Conversion Optimization
- Journey Mapping
- Funnel Optimization
- Customer Validation

BASED IN

Dubai since 2017

Abdul Musavir UC

Digital Growth & CX Specialist

Product Design · Growth Strategy · Content & Digital Marketing

Growth and CX specialist with 16+ years across digital products, customer experience and brand. I connect user-centric design, go-to-market strategy, performance marketing and content to drive acquisition and adoption. I've designed for 500K+ monthly users and Fortune 500 clients, and led cross-functional teams from concept to launch.

16+
years in product, CX & growth

500K+
monthly active users served

2
Fortune 500 clients (Microsoft, Walmart)

INDUSTRIES: AI SaaS · EdTech · Enterprise ERP · Brand agency · E-commerce · Mobile & IoT · Mobility & Transport

EXPERIENCE

Head of Brand Growth
Jan 2026 - Present

PANDERA · DUBAI · pandera.ai

- Lead product strategy, brand positioning, go-to-market and customer acquisition for an AI-powered design platform.
- Drive content, digital marketing, agency partnerships, product demos and customer onboarding.
- Turn customer insight and market intelligence into higher adoption, engagement and conversion.

Senior Product Designer
Jan 2020 - Present

GEMS EDUCATION · DUBAI

- Led UX strategy and visual design for award-winning products **GEMS Connect**, **Classroom** and **GEMS SRI**, serving **500K+ monthly active users**.
- Aligned customer experience, brand and product vision with business objectives alongside stakeholders and product owners.

Head of Brand Growth
Apr 2017 - Dec 2019

BRANDSTER · DUBAI

- Led brand strategy, positioning and creative direction across multiple digital products.
- Developed customer-centric experiences and content strategies to support business growth.
- Built and managed the design team, aligning creative work with commercial objectives.

Tools & Technology

PAID & LIFECYCLE

Google Ads
Meta Ads Manager
LinkedIn Campaign Manager
HubSpot
Mailchimp

ANALYTICS & SEO

GA4
Google Tag Manager
Search Console
Microsoft Clarity
Hotjar
Semrush
Ahrefs

DESIGN

Figma
Framer
Adobe Creative Suite
Pandera
Canva

AI & BUILD

ChatGPT
Claude
Cursor
Firebase
React
Next.js
WordPress
Webflow
Git

WORKFLOW

Notion
Jira

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EXPERIENCE (CONTINUED)

Senior UX Consultant (SAP Fiori)

Jun 2016 - Feb 2017

FULCRUM GT · VIZAG

- Led enterprise UX strategy for SAP Fiori products for clients including **Microsoft** and **Walmart**.
- Managed a team of four and enabled developers on design systems and UX best practices.

UX Engineer & Head of Design

Jun 2012 - Feb 2016

TOOBLER · COCHIN

- Developed brand strategy for the company and its internal startups; led customer validation.
- Managed design delivery across mobile, web and IoT platforms.
- Established collaborative design workflows and standards.

Senior UI & Front-end Developer

Sep 2008 - Jul 2011

BRIDGE · COCHIN

- Led UI and front-end delivery for custom web applications, e-commerce platforms and CMS solutions.
- Worked directly with senior management and cross-functional teams.

SELECTED WORK

Pandera
AI-powered design platform - product, brand & go-to-market

GEMS Connect
Award-winning product - UX strategy for 500K+ monthly users

GEMS Classroom
Award-winning learning product - UX strategy & visual design

SAP Fiori
Enterprise UX for Microsoft & Walmart